

Amendments to the Specification:

Please replace the fourth paragraph under the Background of the Invention, page 1, line 28 through page 2, line 1 of the originally filed specification, with the following amended paragraph:

Frequency is another major factor search engines use to determine relevancy of a web page to a specific user's search term. A search engine will analyze how frequently keywords appear in relation to other words on a web page, a document on the World Wide Web. The World Wide Web is a system of Internet servers. A server is a computer or device in a network that is used to provide services to other computers or devices in the network. The web pages where the user's search term appears with a higher frequency are often deemed more relevant than other web pages.

Please replace the eighth paragraph under the Background of the Invention, page 2, lines 24-29 of the originally filed specification, with the following amended paragraph:

Consequently, there is a significant need for a goods and service directory, which can easily be located using a conventional search engine accessible using a computer, which is a programmable, usually electronic, device that can store, retrieve, and process data, to access the conventional search engine on the Internet, which is an electronic communications network that connects computer networks and organizational computer facilities around the world. There is also a significant need for the directory to include numerous links to a variety of goods and services suppliers related to a particular topic while providing easy and quick navigation to and from any number of supplier Web sites so that the user can find out more detailed information than that which is provided by the directory.

Please replace the second paragraph under the Detailed Description of Preferred Embodiments, page 5, line 27 through page 6, line 4 of the originally filed specification, with the following amended paragraph:

One way to identify suppliers of a class of goods or services, according to the invention, involves utilizing a computer to access Web sites of suppliers. A user may utilize a conventional search engine. In doing so, a user searching for companies offering particular goods and services would insert a search strategy or term, typically a description of the type of good or service the user is searching for, such as, in this example, widgets. In this example, a user searching for a widget would insert the descriptive term "widgets" into a conventional search engine, such as Yahoo® or Excite®, and the search results would, more than likely, reveal a directory constructed according to the present invention as one of the top ranked sites and provide a link to the directory, bypassing the home page.

Please replace the third paragraph under the Detailed Description of Preferred Embodiments on page 6, line 5 through page 7, line 2 in the originally filed specification, with the following amended paragraph:

A directory, according to the present invention, achieves this high ranking by advantageously employing related elements in each of the areas where a "typical" search engine locates relevant information. For example, as shown in Fig. 2, if a user was searching for widgets, a widgets directory, constructed according to the present invention, employs a descriptive domain name, (such as <http://www.widgets.com>), as a portion of the Internet address widgets-12. The present invention also employs the descriptive term or substantially similar descriptive term in the header 14 as well as the first paragraph of the text 16. The directory Web site also provides links to the Web sites of various suppliers who offer goods and services of the type described by the directory as well as a description of the supplier, including address and phone number and typically a written description about the supplier

Fax:6169578196 Mar 13 2007 19:00 P.06

and/or the supplier's product(s) 20a, 20b, 20c, etc. Any type of good or service may be indexed and searched using the present invention. While the present invention is primarily to be used in connection with offering industrial goods or services, any goods or services including goods or services such as, art dealers, toys, antiques, etc., may be indexed according to the present invention as well. Any number of supplier links, including a single supplier link, may constitute a directory web site. However, preferably, multiple supplier links are included on a directory web site. The links 18a, 18b, 18c, 18d, etc., to various suppliers, are such that when a user's cursor is located over such a link, prior to activation of the link, the window 22, which can be any suitable size and may or may not have a border, displays more detailed information regarding the specific supplier of the goods or services of the directory, including the supplier's logo, without the user having to activate the link and wait for a new internet page to load into their internet browser. Information about a particular supplier may be displayed using a script language such as, Java®, JavaScript®, Flash® or other similar computer programming language of script. Streaming video or streaming audio information can also be conveyed. The rollover window is preferably located such that it is readily viewable when the user's cursor is at least substantially over any of the links 18 or the description about the supplier 20 on the directory. If numerous links 18 are listed, more than one rollover window 22 may be utilized such that a rollover window is readily viewable whenever the user's cursor is placed over any of the links.